

Audience Magazine

207 East 32nd Street, New York, N.Y. 10016

COME HAVE A LOOK at our new bi-monthly of the arts, and if you're pleased, invoke your Charter Privileges: immediate cash savings of nearly 40%, additional savings in perpetuity, and, to stash away for the great-great grandchildren, our Volume I, Number One issue, the one that the collectors line up for.

YOUR RATE NOW: just \$15 a year.

IF YOU WAIT: add on another \$9.

Dear Reader:

It was impudent, it was rude, and it was probably the most inventive protest since a happy anarchist put bubble bath in the fountain at Lincoln Center.

The occasion this time was the dedication last fall of Milwaukee's \$12 million Performing Arts Center.

The program -- bland as a bagel. A quarter pound of symphony orchestra, a pinch of opera, and a pas de deux of ballet. The tickets -- \$100 each. The audience -- banker, broker, beer baron:

The Schlitzes were there. The Pabsts. The Blatzes. The Millers High Life. And outside, some 600 students, armed with...

...balloons! The second the platitudes started pouring from the platform ("historic occasion," "civic pride"), the kids began rubbing the balloons with their fingertips, setting up a squeak heard almost all the way to Chicago -- deafening, dynamic, deserved.

If much of 20th Century "culture" as presently prepared, packaged and proffered brings out the balloon squeaker in you, hold off for a moment while we tell you about AUDIENCE, our new hard-cover magazine of the arts created to celebrate soul, and then some:

innovation, relevance, style, dexterity, accomplishment, invention, verve, vision, merit, substance, deftness, inspiration, grace, savoir-faire, charisma, Geist...

...and all the other factors that contribute to excellence, which is really what AUDIENCE is all about. Here are examples from our first issue:

*****The excellence of viewing a metropolis not from its core, but its circumference. In our first issue, Charles Pratt walks you around the edges of New York to see the revelations in highways, railyards, factories, dumps, and always, the hidden places of beauty.

*****The excellence of Yevtushenko, one of the few poets today who is still actively memorized, and the embarrassment of the Kremlin. Volume I, Number One takes you on a lyrical odyssey across the heartland of Russia, with accompanying photographs by Marc Riboud.

*****The excellence that comes when the satirist splendid is turned loose on the subject awful. In the case of our premier issue, Thomas Meehan's Rabelaisian ruminations on how Playboy's gatefold is produced each month.

AUDIENCE celebrates established excellence. The Nobel laureate, the National Institute of Arts and Letters Gold Medalist, the Bancroft, Brandeis and Bollingen prize winner, the Pulitzer journalist, the Guggenheim fellow will turn up regularly in our pages. The Photoplay winner, just as regularly, won't.

AUDIENCE also celebrates emerging excellence. The new black playwright, the rock balladeer, the workshop novelist, the underground scenario writer, the quarterlies poet, the university press historian, biographer, critic, may very well come to you in AUDIENCE. Jacqueline Susann may very well not...

There are enough magazines that celebrate banality -- a little something for everybody. Isn't it time, then, that someone gave a voice to what's really worthy? We think so, and hence our new magazine. As Oscar Wilde pointed out, the only man who can equally and impartially admire everything is the auctioneer.

Our advisory board: Alan Arkin, Saul Bass, Saul Bellow, Robert Bolt, John Cassavetes, Charles Eames, Philip Johnson, Marisol, Inge Morath, Gordon Parks, Anne Sexton, Robert Penn Warren, Tom Wicker and John A. Williams. All admit to being over 30...

...but be advised that our workaday staff has a median age of 28.7 years -- you can trust us. And then there are our designers. They're something else again:

Milton Glaser and Seymour Chwast are neither young nor old, but timeless, and are two of the most celebrated of the new graphics stylists. Their brilliant treatment of our pilot issue has already won major design awards.

AUDIENCE is a periodical in the grand tradition -- the school of Vanity Fair, Flair, Realites, Apollo. Arresting new typefaces. Color plates profuse as daisies. Beautiful papers throughout. A generous, but manageable, nine by twelve inches, considerably more lavish than the skimpy average.

No interruptions for the commercial, either -- AUDIENCE does not carry advertising. And it is bound between boards, not mere foolscap. Our magazine comes to you every other month in hard cover. If all this sounds unnecessarily opulent, there's a theory behind our wild spending:

Most people, we find, would no more throw out AUDIENCE than the cat. Instead let the magazines build on your shelves, and in time you'll have for the record a set of matching, bound archives re-creating all that was beautiful, significant, excellent in the arts from that extraordinary decade called the '70s!

Unless you live near a first-rate bookstore you probably won't find AUDIENCE. Supermarkets and cigar stores don't do much rush business in magazines that cost \$4.95 a copy. Our advice is to subscribe for a lot less. And to subscribe now, when publication is just getting underway:

Charter Subscribers get privileges that Johnny-Come-Latelys won't be offered:

You save almost 40% immediately. Once publication begins, AUDIENCE will be \$24 a year. Sign on now, and your price is only \$15. Your subscription copy price is slashed, thereby, to just \$2.50 -- a savings of about half the \$4.95 you'd pay in the bookstore.

Additional savings in perpetuity. Remember when Life Magazine was a dime? It's now five times that much. We can't guarantee AUDIENCE's prices for the future, but we can assure you as a

Charter Subscriber that you'll always get the best break.

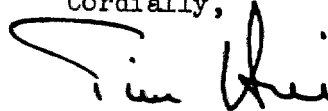
You're down for the Premier Issue. It's fun to get in on things from the start. It's also frequently profitable. Our Volume I, Number One issue will not only give a lift to your spirits, but might surprise you by becoming somewhat valuable. Bibliophiles and collectors are more than fond of mint first editions.

No need to send payment in advance. You can give yourself the opportunity of a look at AUDIENCE first. If you love it, then write out your check. If not, nothing ventured.

A news dispatch from Blantyre, Malawi, tells us that "Lady Chatterly's Lover" has been banned by that country's federal government. Not for reasons of morality. But because the book is too long. Lest we now invoke the same fate at your hands...

...we stop our "sell" right here. If you'd like to be listed as a Charter Subscriber, all you need is a mailbox. Why not head for it now, reservation in hand, before the weather changes?

Cordially,

A handwritten signature in dark ink, appearing to read "Tim Hill". The signature is fluid and cursive, with a large initial "T" and a stylized "H".

Tim Hill
Editor

P.S. It's not for nothing that W. C. Fields takes up a good half of our Prospectus -- enclosed. There's a man who had style. But for some years now, style hasn't always been stylish. AUDIENCE hopes to reverse the trend.